

62,235
HILLSDALE LANDSCAPE COMPANY

7800 N. Shadeland Avenue (Road 100)

INDIANAPOLIS 20, INDIANA

R. R. 13, Box 185

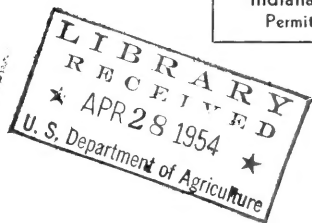
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HILLSDALE ROSE SALES GARDEN

1954 ROSE FOLDER

FROM THE LARGEST ROSE GARDENS IN IND

"HILLSDALE ROSES

Are Always Better and They Cost No More"

Roses from Hillsdale are carefully selected, No. 1 field-grown plants—the best on the horticultural market. Each variety has been tested in our own gardens. This assures you of receiving hardy, vigorous plants, which will have beautiful blooms in abundance from varieties well adapted to this section of the Middle West.

Undoubtedly of great benefit to the Rose buyer is the potted plant, which enables us to offer our Roses already growing and blooming. This new way of selling them eliminates all danger of the plants being retarded in your garden and insures the buyer of exactly the variety desired.

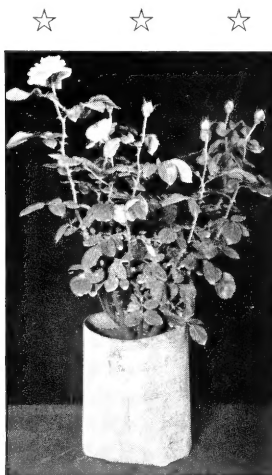
These plants are growing in pots filled with a specially prepared soil, properly fertilized to insure rapid and permanent growth and bloom. Hillsdale Roses can be planted in your garden at any time during the growing season without showing even the slightest wilt of foliage, buds or blooms.

DIRECTIONS FOR RE-PLANTING POTTED ROSES

The re-planting of Hillsdale Potted Roses is very simple indeed. The pots are slit and carefully peeled off from the soil. The ball of earth is then set in the bed so that it comes about $\frac{1}{2}$ inch lower than the finished level of the beds. Be sure that the graft union at the neck of the roots is 1 inch below the surface. Always press the soil firmly around the roots of any kind of plant. This is done to force the air space out of the soil around the roots. After this, watering to soak the soil thoroughly is all that is necessary.

PLANTING INSTRUCTIONS FOR DORMANT PLANTS

Keep the roots moist all the time before planting. Spread out the roots so they do not crowd; cover them with good soil and firm the earth about them, eliminating all air pockets. Plant 15 to 18 inches apart, where there is sunshine at least half of the day. Mound soil about 10 inches high immediately after planting to keep the moisture in the branches.



OUR POTTED PLANT

SPECIAL DISCOUNTS

A CASH & CARRY DISCOUNT of 5% will be given on all orders for from 1 to 5 Potted Roses.

A QUANTITY CASH & CARRY DISCOUNT of 10% will be given on all orders for 6 or more Potted Roses.

PLEASE NOTE

All prices quoted are for POTTED PLANTS at our Nursery.

An extra charge for the labor will be made when we do the planting.

OUT-OF-TOWN ORDERS for Potted Roses, which must be crated and sent by Express, are accepted only when the order is for 6 plants or more. An extra charge of \$2.00 minimum will be made for the crating.

DORMANT PLANTS in several varieties are available from March 15 to May 1. Cash and Carry Prices on these will be NET, at 55c less per plant than rates herein shown for the Potted Plants.

PRICES AND DISCOUNTS listed in this folder supersede all previous lists.

We have dormant or root-wrapped plants in season, including a wide variety of Roses. These are offered for sale in our new self-serve SUPERMARKET GARDEN STORE.

HILLSDALE HARDY CLIMBERS

These are old and new Hardy Climbers and Pillar Roses, which seldom need any winter protection. They will bring hundreds of blooms to your garden during June, covering fences and trellises.

The price on the following potted plants is \$1.85 each

American Pillar. Single blooms of carmine-pink, with white eye and golden stamens.

Blaze. Blazing scarlet pillar Rose. Grows luxuriantly. Hardy and dependable; recurrent bloom.

City of York. Creamy white, cupped flowers with wild rose fragrance. The semi-double, 3-inch blooms make a solid mass in May and June. Glossy, leathery foliage.

Cl. American Beauty. Blooms large and fragrant; deep pink, shaded soft carmine.

Dr. W. Van Fleet. Cameo-pink fading to flesh-white; large, open, fragrant blooms.

Mary Wallace. Profusion of large, clear deep pink blooms.

Mme. Gregoire Staechelin. Delicate pink, fragrant flower. Large and vigorous.

New Dawn. The best everblooming climber. Apple-blossom-pink with old-Rose fragrance.

Paul's Lemon Pillar. Magnificent, double, lemon-yellow blooms.

Paul's Scarlet Climber. Oceans of bright scarlet flowers.

Royal Scarlet. Deeper red than Paul's Scarlet.

Seven Sisters. Double, deep pink clusters.

Silver Moon. Creamy white flowers with golden anthers.

White Dawn. Similar in growth and habit to New Dawn. Blooms medium size, double, fragrant, white. Vigorous, with glossy foliage. Recurrent bloom.

HILLSDALE SUB-ZERO HARDY CLIMBERS

Sub-Zero Hardy Climbers are a new race from the hardiest species of climbers. They live longer and will survive sub-zero winters.

These specifically quoted prices are for potted plants

Cl. Break o'Day. Everblooming. Lovely double, orange to apricot flowers. \$2.50 each.

Golden Climber. Golden yellow, well-formed buds and blooms. Fragrant. Ideal for cutting. \$2.25 each.

Golden Glow. Fragrant, spectrum-yellow. Abundant mass of color. \$2.25 each.

Orange Everglow. Everblooming. Dazzling coppery orange. Fragrant. \$2.50 each.

HILLSDALE HYBRID TEA CLIMBERS

Climbing form of the bush Hybrid Teas. They are not as hardy as the other climbers and will require slight protection during winter months. After the first peak of June flowers, Hybrid Tea Climbers continue to bloom frequently during the entire season.

The price on the following potted plants is \$1.85 each

Cl. Etoile de Hollande. Double, bright red blooms. One of the best climbers.

Cl. Mrs. P. S. du Pont. Double, deep yellow.

Cl. Pink Radiance. Bright pink. Same qualities as the bush Radiance.

Cl. Talisman. The same fine vari-colored blooms as in the Hybrid Tea.

RUGOSAS, HYBRID PERPETUALS AND MISCELLANEOUS ROSES

This group includes the Shrub, Wild Species and Hybrid varieties, useful in landscape work for the shrub border. These Roses are hardy in the coldest regions and require little attention except pruning to keep them in balance.

The price of the following potted plants is \$1.85 each

American Beauty. Crimson-carmine, fragrant; long, strong stems. Vigorous.

F. J. Grootendorst. Small, bright red flowers in clusters. Everblooming.

Frau Karl Druschki. Snow-white, immense blooms; pointed buds. Vigorous. One of the old favorites.

Harison's Yellow. Semi-double, moderately fragrant, bright yellow.

Hugonis. The Rose of China. Light yellow flowers borne profusely along the branches. Very hardy; blooms early.

Pink Grootendorst. Charming pink variety of Grootendorst. Everblooming

Rosa omeiensis pteracantha. A queer shrub Rose with dainty, four-petaled, small white spring bloom. Embellished with lacy, fern-like foliage. Very unusual.

HILLSDALE EVERBLOOMING HYBRID TEA ROSES

The price on the following potted plants is \$1.85 each

Ami Quinard. Very dark maroon, almost black.
Autumn. Fall colors—striking orange-yellow, streaked with red. Double.
Betty Upchurch. Lovely contrast of petals; light carmine outside and soft pink inside.
Caledonia. White, full-petaled blooms.
Christopher Stone. A very fine velvety scarlet-red. Blooms freely.
Condesa de Sagato. Popular two-tone Rose, coppery pink inside and rich gold on reverse.
Countess Vandal. An exquisite blend of copper, bronze and pink suffused with gold. Buds and blooms unsurpassed in shapeliness.
Crimson Glory. High-centered, very double blooms of deep crimson. Fragrant and free blooming. Vigorous. One of the best reds.
Duquesa de Penaranda. Unusual combinations of apricot, orange and pink. Vigorous plant with beautiful glossy foliage.
Edith Nellie Perkins. Light cerise-pink suffused with gold.
Editor McFarland. A double brilliant pink with fine fragrance.
Ena Harkness. Crimson-red; very broad, heavy petals of shining deep red velvet. Blooms are 5 inches across; strong tea fragrance. Holds color well.
Etoile de Hollande. Lovely fragrance. Velvety dark red blooms in quantity.
Golden Dawn. Sunflower-yellow shaded with old-rose.
Golden Rapture. Exquisite buds. Double, rich yellow blooms.
Gruss an Teplitz. Dark maroon. Very hardy. One of the old favorite hybrids and still very popular.
J. Otto Thilow. Bud pointed, well shaped; flower large, double, high-centered, rich glowing rose-pink.
Joanna Hill. Fragrant, clear yellow with orange-yellow. Long-pointed buds.
K. A. Victoria. A favorite white. Good in both bud and bloom; fragrant.
Los Angeles. Lovely combination of flame-pink, coral and gold.
Margaret McGredy. Orange-scarlet. Strong growing.
McGredy's Ivory. Beautiful creamy white blooms with exceptional fragrance.

Modern Hybrid Tea Roses represent the height of the hybridizer's art. They are among the most popular flowers in the world, both for garden decoration and for cutting. The blooms range from single to very double forms, through all the shades of pink, red, orange and yellow. They deserve a special place in every home garden, whether it be informal or formal in type, and will reward the grower with glorious fragrant blooms all summer long. The varieties listed here have been carefully chosen for our locality.

McGredy's Yellow. Double, buttercup-yellow flowers in profusion. The best light yellow.
Miss Rowena Thom. Bright pink; very large buds and fully double blooms.
Mme. Joseph Perraud. Double, large, fragrant, yellow, tinted copper at center; long stems.
Mme. Jules Bouche. Cream-white, flushed with pink; fragrant.
Mrs. Chas. Bell. Delicate shell-pink. Prolific bloomer.
Mrs. E. P. Thom. Pure yellow of excellent form.
Mrs. P. S. du Pont. Double; deep yellow with spicy fragrance.
Nigger Boy. The name tells the story. Very dark red.
Night. Very deep crimson, almost black.
Picture. Warm salmon-pink, splendidly formed flowers.
Pilar Landecho. Long-pointed, slender buds of dark coral-orange open to cadmium-yellow. Pleasing perfume. Foliage neat bronze-green. Vigorous.
Pink Dawn. Sweetly scented; beautiful in bud and bloom. Rose-pink.
Pink Radiance. Hardy, vigorous, prolific.
Poinsettia. Brilliant scarlet color. Free blooming.
Pres. Herbert Hoover. Everyone likes this Rose. Cerise-pink, flame-scarlet; yellow.
Red Radiance. Can't beat the Radiance for durability and profusion of bloom.
Rose Marie. Satiny rose-pink; well shaped.
Snowbird. White, with creamy center; foliage leathery. Vigorous, compact, bushy. A splendid bedding variety.
Soeur Therese. Blooms continuously. Golden yellow, shaded carmine.
Talisman No. 5. The same sturdy plant as Talisman, with deeper shadings of the glorious blend of orange, yellow and rose-red.
The Doctor. A great achievement in Rose breeding. Buds are long and pointed; enormous blooms are silvery pink. Intensely fragrant.

HILLSDALE SUB-ZERO EVERBLOOMING HYBRID TEAS

(Roses in this group are of a new race from hardier species that bloom all summer. They are of greater sturdiness and vigor and will live longer and will survive sub-zero winters.)

The price on the following potted plants is \$2.25 each

Lily Pons. White with pure yellow center. Large, graceful flowers. Vigorous, free bloomer.
Pink Princess. Bud red; flowers deep pink, double. Very popular.
Queen o' the Lakes. Graceful, brilliant and elegant. Double, deep red, velvety blooms; truly the crimson queen of flowers.

Red Duchess. Captivating fragrance. Rose-red. Colorful foliage; robust and sturdy.
Shades of Autumn. An abundant and joyous expression of bicolored beauty.
V for Victory. Most beautiful. Large, very double, yellow, fragrant blooms. Holds color and blooms constantly in ideal form.

EVERBLOOMING POLYANTHA and FLORIBUNDA ROSES

(Polyantha means "many flowers," and the characteristic of the type is great clusters of bloom. Floribundas increase the size and improve the volume of the blooms, giving a wider usefulness to the type for both landscape and garden effects.)

The price on the following potted plants is \$1.85 each

Baby Chateau. Blackish crimson buds; flower large, double, fragrant, velvety red. Very vigorous.
Cecile Brunner. Bud long-pointed; flower double and open. Bright pink with yellow base. Free blooming and fragrant.
Cheer. Orange-pink blooms about 4 inches across, in large clusters. Vigorous.
Dagmar Spaeth. Large clusters of alabaster-white occasionally streaked with scarlet.
Else Poulsen. Semi-double, bright rose-pink; fragrant.
Eutin. Lovely double, deep red flowers on mildew-resistant plants.
Floradora. Flower very double, scarlet-red to orange. Upright, bushy; leathery foliage.
Frensham. Large, semi-double, slightly fragrant, deep crimson. Vigorous. Abundant bloom.

Garnette. Red "sweetheart" flowers, long lasting and ideal for corsages. Crinkled, holly-like foliage. Plant grows only 18 inches tall.
Golden Salmon. Clusters of bright salmon-orange flowers produced on bushy, well-shaped plants.
Gruss an Aachen. Well-formed buds of buff-yellow opening to light pink and salmon-yellow.
Improved Lafayette. Bright cherry-crimson flowers in abundance on a tall, vigorous bush. Disease resistant.
Pink Gruss an Aachen. Deep salmon-rose sport of Gruss an Aachen.
Rosenelfe. Bud long-pointed; flower large, double, high-centered, clear pink. Very vigorous and bushy.

HILLSDALE OLD-FASHIONED MOSS ROSES

These wonderful old Roses have been strong enough to hold their own for hundreds of years. Some of them are so old their dates have not come down to us. Their beauty and fragrance have made them ageless. The soft colors, delightful fragrance and attractive moss-clothed bud make a pleasant contrast with our brightly colored flowers and stiff, formal plants.

The price on the following potted plants is \$1.85 each

Gloire des Mousseaux. Most authorities claim this is the finest. The pink flower is a jewel worthy of its unusual foliage setting. Vigorous.
Golden Moss. A good yellow. Cupped, double flowers of tawny yellow, with fragrance. Sturdy, rough, shiny foliage.

Old Red Moss. Very prolific. Large, deep carmine flowers; heavily mossed.
Pink Crested Moss. Soft pure pink. Intensely fragrant. Not a true Moss Rose but an old garden favorite.

HILLSDALE MINIATURE ROSES

The price on the following potted plants is \$1.50 each

Oakington Ruby. Deep carmine buds open to double, rich ruby-crimson flowers smaller than 1 inch when fully opened. Plant grows less than 12 inches tall. Free flowering from May to November. Will grow in any soil and demands no special attention. Protect in winter.

Rosa Rouletti. Perfect little double rose-pink flowers, only 1½ inches in diameter. Entire plant is 4 to 6 inches tall. This little Swiss Rose was lost for many years. Very easy to grow, for it is very vigorous and hardy.

NEWER EVERBLOOMING and PATENTED HYBRID TEA ROSES

These specifically quoted prices are for potted plants

Applause. Winner of Bagatelle Gold Medal. Large, fragrant, light red buds open slowly into 50-petaled open blooms; prolific bloomer. \$2.50 each.

Apricot Queen. A.A.R.S. Spicy fragrance. Coppery orange-pink with orange base. \$2.00 each.*

Babe Ruth. Salmon-pink. \$2.50 each.

Capistrano. The 1950 A.A.R.S. winner. Deep glowing rose-pink. Large buds and flowers on extra-long, strong stems. \$2.75 each.*

Charles Mallerin. One of the loveliest rich dark red Roses, almost black. Very fragrant. Strong grower. \$2.95 each.

Charlotte Armstrong. A.A.R.S. Award for 1941. Very double blooms of sparkling cerise. Perfectly formed, blood-red buds. \$2.75 each.*

Chief Seattle. Buff-apricot; above average size. Many petals, ruffled. Very rich tea fragrance. Vigorous grower. \$2.95 each.

Chrysler Imperial. The only Hybrid Tea A.A.R.S. winner in 1953. A red, red Rose. Long-lasting blooms. \$3.25 each.*

Detroit. A Rose vibrant with color. Soft velvety buds of rich carmine-red open to huge, high-centered, deep red blooms $5\frac{1}{2}$ inches across, with 20 to 25 large, crisp petals. Long stems; strong plant. Foliage is extra large and glossy. \$2.95 each.

Diamond Jubilee. 1948 A.A.R.S. winner. Should be in every garden. Long-lasting blooms of warm buff-orange appearing almost continuously. \$2.50 each.*

Douglas MacArthur. Beautiful bright red; long bud. \$2.50 each.

Eclipse. Bud long-pointed, deep gold. Flowers yellow. Vigorous. \$2.25 each.

Enchantment. Enormous, apricot blooms; light petaled and fragrant. \$2.50 each.

Ernie Pyle. A beautiful deep rose-pink, on long stems. \$2.25 each.

Fandango. Deep scarlet bud opens to unbeatable eye-catching bright Chinese red color. Large, ruffled flower has 16 to 25 petals. \$2.50 each.

Fantasia. A mass of bright golden yellow blooms. \$2.25 each.

Forty-niner. The 1949 selection of A.A.R.S. Inside of petals a vivid Orient-red contrasting well with the straw-yellow outside. \$2.95 each.*

Fred Howard. A.A.R.S. Award for 1952. Long, rich yellow buds tipped with delicate penciling of light pink. Strong, hardy; dark shiny foliage. Grows high. Excellent for cutting. Blooms from early spring to late fall. \$2.95 each.*

Golden Scepter. A new golden yellow with long buds, opening into majestic, $5\frac{1}{2}$ -inch blooms. \$2.50 each.

Grande Duchesse Charlotte. Delightfully different shade of Morocco-red buds open to 25-petaled blooms of lovely dusky coral. \$2.50 each.

Greer Garson. Beautiful silver-pink. Large flowers throughout the summer. Vigorous grower. \$2.25 each.

Helen Traubel. A.A.R.S. Award for 1952. Color varies with weather; sometimes a light sparkling pink, more often a luminous apricot. Unusually large, long buds. Very vigorous. \$3.25 each.*

Katherine T. Marshall. A.A.R.S. Award for 1944. Sparkling warm pink. Large, cupped blooms. \$2.25 each.*

Lowell Thomas. A.A.R.S. Award for 1944. Clear canary-yellow. Buds large and pointed. \$2.50 each.*

Mandalay. Molten gold. The largest blooms of any yellow. \$2.50 each.

Mary Margaret McBride. A.A.R.S. Award for 1943. Deep salmon-pink suffused with gold. Strong grower. \$2.25 each.*

McGredy's Sunset. Chrome-yellow flushed with scarlet. Fragrant. \$2.25 each.

Mirandy. A.A.R.S. Award for 1945. Fragrant and very hardy. Blooms continuously. One of the best maroon-reds. \$2.75 each.*

Mission Bells. A 1950 winner in the A.A.R.S. trials. Deep glowing salmon buds opening to a clear shrimp-pink. Large, high-centered flowers. \$2.75 each.*

Mme. Chiang Kai-shek. Large buds and flowers of lemon-yellow. Long pointed, double, high-centered, lasting. Vigorous plant, blooming abundantly. A.A.R.S. Award for 1944. \$2.25 each.*

Mme. Henri Guillot. Artistic urn-shaped buds. Watermelon to raspberry-pink, with gold base. \$2.50 each.

Mojave. 1954 A.A.R.S. winner. Finest glowing orange-colored Rose, shot with flame-like tones of scarlet and vermillion. Long-stemmed, beautiful tapering buds. Extremely vigorous. Marvelous for cutting. \$3.50 each.*

New Yorker. Perfect buds and blooms of a clear unchanging red. Heavy bloomer. \$2.50 each.

Nocturne. A.A.R.S. Award for 1948. Bright cardinal-red with darker shadings of crimson. \$2.50 each.*

Peace. A.A.R.S. Award for 1946. The favorite exhibition Rose. Immense and very double. Ever-changing blends of pink, yellow and white. \$2.95 each.*

Rex Anderson. Ivory-white flowers, perfectly formed, large and very double. \$2.25 each.

Rose of Freedom. Sixty to 70 petals make this one of the most double of all Roses. Beautiful currant-red. \$2.50 each.

Rubaiyat. Only winner of 1947 All-America Rose Selections. Brilliant red blooms in profusion. Old-Rose fragrance. \$2.25 each.*

San Fernando. A.A.R.S. 1948. Warm currant-red, changing to bright glowing scarlet. Fragrant. \$2.25 each.*

Show Girl. Undoubtedly the largest and most perfect buds in Rosedom. One of the finest pink Roses for cutting because of its magnificence and long-lasting quality. Will flourish from coast to coast. \$2.50 each.

Signora. Orange-apricot turning to apricot suffused yellow. Blooms double and fragrant. Very vigorous. \$2.25 each.

Sleigh Bells. A white Rose that really produces blooms. Large, ovoid buds on long stems. Fine foliage. \$2.50 each.

Sunset Glory. Golden yellow buds suffused with pastel-pink open to luxuriant, 4 to 5-inch blooms of glowing golden yellow with a sheen of dusty rose-pink over each petal. Vigorous. \$2.25 each.

Sutter's Gold. 1950 A.A.R.S. Beautiful yellow flowers, richly shaded with orange and red; high-centered. Captivating fragrance. \$2.75 each.*

Suzon Lotthe. Pearl-pink, with peach center. Large flowers with many petals. Delightful fragrance. \$2.95 each.

Taffeta. A.A.R.S. Award for 1948. Carmine-rose bud opening to begonia rose with yellow reverse. Very shapely blooms. \$2.50 each.*

Tallyho. 1949 A.A.R.S. Buds of deep cardinal-red. Blooms have face of unique and delightful pink with crimson to cardinal-red reverse. \$2.50 each.*

Texas Centennial. Brick-red with lighter center. Vigorous, upright. \$2.00 each.

Tom Breneman. Large, double, fragrant, rose-pink bloom. \$2.50 each.

White Swan. Choicest white. Long-pointed, graceful buds of alabaster-white open into dazzling pure white blooms up to 4 inches across. Vigorous; grows up to 4 feet. Dark green, disease-resistant foliage. \$2.75 each.

Will Rogers. Double, velvety crimson-maroon. Blooms well. Sturdy. \$2.00 each.

Zulu Queen. One of the "blackest" of all red Roses. Rich and velvety. Vigorous and hardy. \$2.95 each.

HILLSDALE NEWER EVERBLOOMING Patented FLORIBUNDAS

These specifically quoted prices are for potted plants

Betty Prior. Face of petals shell-pink, reverse dark carmine. Vigorous. \$2.00 each.

Carrousel. The large, double flowers resemble a Hybrid Tea, but it blooms in clusters so freely over a long season that it is classed as a Floribunda. It is literally a mass of deep rich red flowers from early to late, regardless of weather conditions. Tall growing, well foliated and mildew resistant. \$2.50 each.

Chatter. A continuous display of bright crimson clusters of bloom. \$2.00 each.

Crimson Rosette. Deep red; a border Rose. Easy grower; long lasting. \$2.25 each.

Donald Prior. Bright scarlet shaded with crimson. \$2.00 each.

Fashion. Top A.A.R.S. winner for 1950. A new creation and a new color. Oriental red buds open to a sparkling coral-pink, suffused with gold. \$2.50 each.*

Geranium Red. Large, camellia-type blooms of most unusual red-geranium color. \$2.25 each.

Glacier. Snow-white blooms measure $4\frac{1}{2}$ inches across, borne singly or in clusters. Hardy, vigorous plant. \$2.75 each.

Goldilocks. The best yellow Floribunda. Golden yellow; long lasting. \$2.00 each.

Independence. Brilliant red with orange-scarlet center and redder cast on reverse. Old-fashioned Tea Rose fragrance. Excellent grower. \$2.75 each.

Lilibet. 1954 A.A.R.S. winner. Color range from light rose-pink in the bud to soft dawn-pink in full bloom. Sturdy plant with glossy, mildew-resistant foliage. Blooms in clusters throughout the season; 2 to 3 feet tall. (Named in honor of a Princess who became a Queen.) \$2.95 each.*

Ma Perkins. 1953 A.A.R.S. winner. Sparkling coral-pink clusters, suffused with yellow. Cup-shaped blooms. Vigorous and bushy. \$2.75 each.*

Pink Bountiful. Soft pink; perfectly formed buds and blooms. \$2.00 each.

Pink Rosette. Many-petaled, peach-pink open flowers. Bushy and cute. \$2.25 each.

Pinkie. A.A.R.S. Award for 1948. Perfect little pink buds opening to 2-inch blooms. \$2.25 each.*

Pinocchio. Buds pointed, salmon flushed with gold, opening to soft pink. Continuous blooms. \$2.00 each.

Pinocchio, Lavender. Entirely new color; true, clean lavender with mass of golden yellow stamens. \$2.50 each.

Pinocchio, Red. Rich velvety dark red; fragrant. Free blooming. \$2.00 each.

Pinocchio, White. Great masses of lovely white bloom. Dark green foliage. Tough and very disease resistant. \$2.00 each.

Pinocchio, Yellow. Newest of Pinocchio family. Sturdy bush about 3 feet tall; produces masses of apricot-yellow blooms. \$2.00 each.

Rochester. Dark pink buds developing into perfect blooms of cream and yellow flushed with pink. Free blooming \$2.00 each.

Siren. Brand-new, brilliant fiery scarlet Floribunda with ruffled flowers. The brightest, reddest Rose possible! Even in extreme heat, flowers keep their form and color. Decorative bronze-toned foliage. \$2.75 each.

Snowbank. Large-flowered clusters of blush-white. \$2.00 each.

Summer Snow. Large white clusters like mounds of snow. Fragrant. \$2.00 each.

Vogue. A.A.R.S. for 1952. Unique brilliant cherry-coral. Vigorous. \$2.50 each.*

World's Fair. A.A.R.S. 1940. Clusters of large, velvety scarlet blooms. \$2.00 each.*

NEW CLIMBERS, HYBRID TEA CLIMBERS, PATENTED CLIMBERS

These specifically quoted prices are for potted plants

Aloha. Deep coral-pink. Full double blooms measure about 5 inches across. Continues blooming frequently all during the summer. Needs slight winter protection. \$2.95 each.

Cl. Crimson Glory. Deep crimson. Climbing form of the popular Hybrid Tea. Will require slight protection during winter. After the first peak of June bloom, continues to produce frequently during the entire season. \$2.95 each.

Cl. Goldilocks. Rich golden yellow everblooming climber! Grows 6 to 10 feet in one year. Buds resemble miniature Hybrid Teas and the $3\frac{1}{2}$ -inch blooms are in clusters. Recommended to bloom the first year after planting. \$2.95 each.

Cl. Peace. Varied shades of pink and yellow. Simply lovely. Climbing form of popular Hybrid Tea, Peace. Will require slight protection during winter. After the first peak of June bloom, continues to produce frequently during the entire season. \$2.95 each.

Cl. Pinocchio. Rich salmon, sweetheart flowers; fruity fragrance. \$2.95 each.

Coral Dawn. Everblooming pillar Rose of rich coral-pink. Same qualities as New Dawn but flowers are larger and more colorful. \$2.95 each.

Doubloons. Best all-purpose yellow climber. Strong grower; blooms in great profusion for long period during June. Large, golden flowers. Spicy fragrance. \$2.50 each.

Dr. J. H. Nicolas. Everblooming. Double, rose-pink flowers of large size. Rich fragrance. Pillar Rose. \$2.50 each.

High Noon. A.A.R.S. Award for 1948. Lemon-yellow, tinted with red. A pillar Rose. Continues blooming frequently all during the summer. \$2.95 each.*

King Midas. Large, double, golden yellow. Buds touched with red. It will produce hundreds of blooms in June, covering fences and trellises. \$2.50 each.

Parade. A great everblooming climber with masses of red flowers appearing singly and in clusters in spring and throughout the season. One of the most active of the hardy modern climbers. Spicy fragrance. Grows easily in semi-shade as well as in full sunlight. \$2.95 each.

Pink Cloud. Rich clean pink climber. Flowers measure up to $3\frac{1}{2}$ inches across. Blooms from spring to late summer. \$2.95 each.

* WHAT IS A. A. R. S.?—ALL-AMERICA ROSE SELECTIONS, INC.

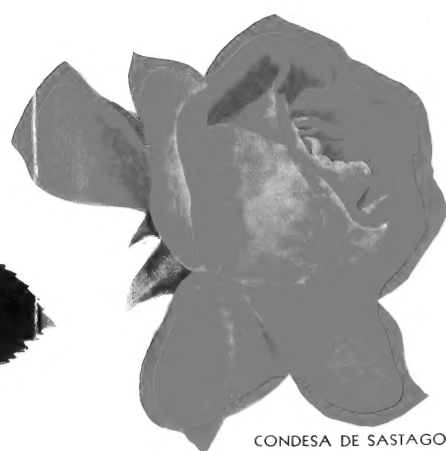
Each year new Roses are planted in various gardens throughout the country, and these are tested under the most exacting conditions. The All-America Rose Selections, Inc. judges them and chooses the outstanding winners for the year. Therefore, you may buy with confidence those Roses marked "A. A. R. S."

"HILLSDALE ROSES

*Are Always Better
and They Cost No More"*



CHRYSLER
IMPERIAL
A. A. R. S. Award for 1953
\$3.25 each



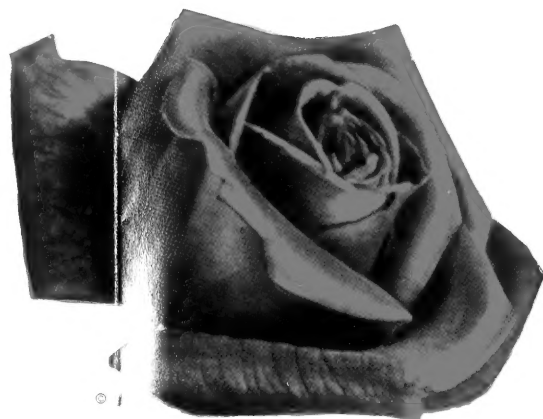
CONDESA DE SANTIAGO
\$1.85 each



SUTTER'S GOLD
A. A. R. S. Award for 1950
\$2.75 each



NEW YORKER, \$2.50 each



CRISPIN GLORY
85 each



Shop the Modern Way for
ROSE FOOD, ROSE SPRAYS and DUSTS
and for a full line of
Garden Supplies, in the
HILLSDALE
SUPERMARKET

PEACE
A. A. R. S. Award for 1946
\$2.95 each



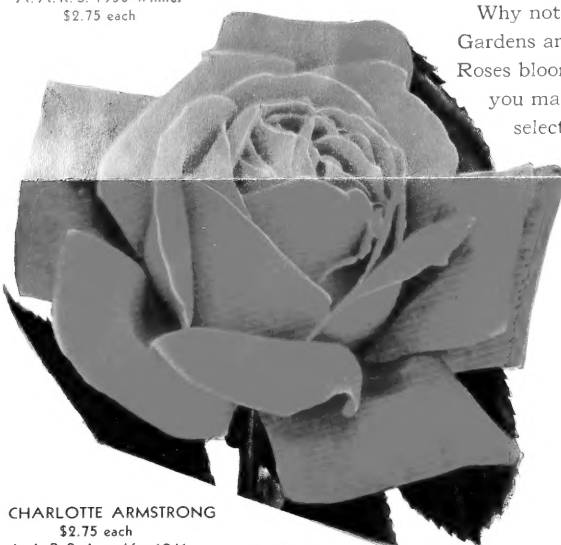
MIRANDY
A. A. R. S. Award for 1945
\$2.75 each



MISSION BELLS
A. A. R. S. 1950 Winner. \$2.75 each



CAPISTRANO
A. A. R. S. 1950 Winner
\$2.75 each



CHARLOTTE ARMSTRONG
\$2.75 each
A. A. R. S. Award for 1941

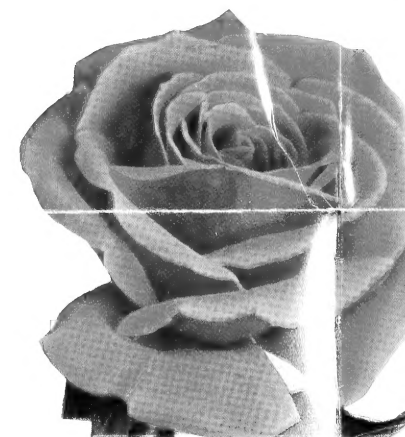
Why not visit our
Gardens and see these
Roses blooming before
you make your
selection?



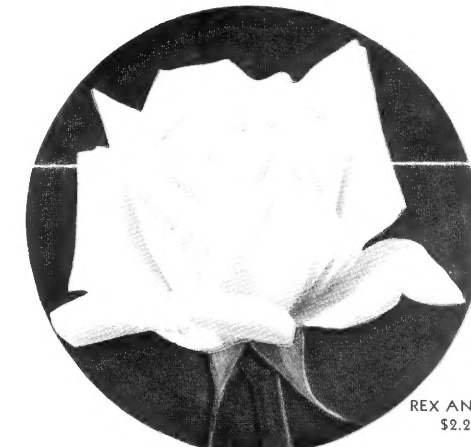
LOWELL THOMAS, \$2.50 each
A. A. R. S. Award for 1944



MOJAVE, \$3.50 each
A. A. R. S. Award for 1954



TALLYHO, A. A. R. S. Award for 1949
\$2.50 each



REX ANDERSON
\$2.25 each

A Climbing Rose is like a tomato plant—it yields the most for the ground it occupies



© FLORIBUNDA, WORLD'S FAIR. \$2.00 each
A. A. R. S. Award for 1940



© FLORIBUNDA, GOLDILOCKS. \$2.00 each



© FLORIBUNDA, FASHION
Top A. A. R. S. Award for 1950
\$2.50 each



© FLORIBUNDA, RED PINOCCHIO
\$2.00 each



FLORIBUNDA, LILIBET. \$2.95 each
A. A. R. S. Award for 1954



© CLIMBING GOLDILOCKS. \$2.95 each



© CLIMBER, BLAZE. \$1.85 each

Complete Landscape Service—Broad-Leaf Evergreen Shrubs and Vines, Evergreens, Climbing Vines and Ground Covers, Shade Trees (*Large and Small*), Ornamental Trees, Flowering Shrubs, Fruit Trees and Small Fruits, Perennials and Dutch Bulbs.

Hillsdale Supermarket Garden Store Specialties—Dormant Root-Wrapped Roses, Shrubs, Plants and Small Trees (*Shade, Ornamental and Fruit*) in Season. Packaged Fertilizers, Insecticides, Fungicides, Peat Moss, Grass Seed and Garden Supplies.

An Invitation to Hillsdale Gardens

Our Rose gardens are located at Hillsdale Nurseries, $\frac{1}{2}$ mile south of Castleton, Indiana, and 8 miles northeast of Indianapolis on Road 100.

To reach us by motor from Indianapolis, take Fall Creek Boulevard, North Drive, at the intersection of State Road 37 and Keystone Avenue. Proceed to Millersville and continue on the boulevard to one mile beyond the Broadcasting Station, to intersection with Shadeland Avenue or Road 100; turn to left on Shadeland and continue $1\frac{1}{2}$ miles to Hillsdale Nurseries.

A second route is on the Noblesville Road (Road 37) to the junction of

Road 100 at Allisonville. Turn right (that is, east) on Road 100 and proceed 2 miles through Castleton to Hillsdale Nurseries. Or take any through street north out of Indianapolis to Road 100 and turn east on Road 100 to Nursery. From the eastern section of Indianapolis, take any through street east to Road 100 (Shadeland Avenue) and follow Road 100 (Shadeland) north to Nursery.

You are cordially invited to visit Hillsdale Gardens at any time. If you cannot visit us, call us for any information you need about Roses. Telephone: Broadway 5495.



Procession of the Rose Queen and her escorts through Hillsdale Gardens at our Fifth Annual Rose Festival

HILLSDALE ANNUAL ROSE FESTIVAL

This year on June 5 and 6, when the Roses are in full bloom, our large display gardens will be formally open to the public at our Fourteenth Annual Rose Festival. Our new Rose garden with over 3,000 Hybrid Teas, Climbers and Floribunda Roses now blooming in their second and third year, will be a beautiful sight to behold. We have added all the newer and best introductions and now have the finest and largest Rose garden in this section of the country. Many of the All-America Rose Selections of the past several years will be on display. Last year over 60,000 people visited our gardens during Rose Festival week. We have enlarged our parking facilities close to the garden and therefore will be able to accommodate an even larger attendance.